

Appl. No. : 09/517,043
Filed : March 2, 2000

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method of encouraging customers to provide reviews of purchased items, the method comprising:

receiving over a network an order from a first customer for an item purchased from an electronic catalog;

estimating by what date the first customer will have at least initially evaluated the item based at least on the item type;

initiating an electronic transmission, based at least in part on the estimated date, to the first customer on or after the estimated date of a message requesting the first customer to provide a review of the item to thereby encourage the first customer to provide at least one review, wherein the message includes a link to an electronic review form and activation of the link by the first customer causes the review form to be presented to the first customer;

receiving the review from the first customer electronically via the review form;
and

individually presenting the first customer review in a group of reviews to a second customer interested in the item; and

using a collaborative filter which, based at least in part on the first customer's review, provides the first customer personalized recommendations for items similar to the reviewed item.

2. (Original) The method as defined in Claim 1, wherein the review is a numerical rating.

3. (Previously presented) The method of Claim 1, wherein the review includes a textual review comprising a plurality of words provided by the first customer.

4. (Previously presented) The method of Claim 1, wherein the review is a textual review, and in conjunction with presenting the textual review to other customers, indicating that the textual review comes from a purchaser of the reviewed item.

5. (Currently amended) The method as defined in Claim 1, further comprising offering the first customer a reward in exchange for ~~the customer~~ providing a review, wherein the reward is provided if the review satisfies a first condition.

Appl. No. : 09/517,043
Filed : March 2, 2000

6. (Original) The method as defined in Claim 1, wherein the review request is provided via e-mail.

7. (Previously presented) The method as defined in Claim 1, wherein the group of reviews are ordered based on at least a first reviewer characteristic.

8. (Previously presented) The method of Claim 1, wherein the first customer review is presented via a Web page to the second customer in association with a name of the first customer.

9. (Previously presented) The method as defined in Claim 1, wherein the link is a hyperlink to the review form.

10. (Canceled)

11. (Previously presented) The method as defined in Claim 1, further comprising requesting the first customer to review a seller of the purchased item on or after the estimated date.

12. (Previously presented) The method as defined in Claim 1, further comprising:
receiving at least one e-mail address provided by the first customer, the email address being that of a person other than the first customer; and
forwarding the review to the e-mail address.

13. (Currently amended) ~~The method as defined in Claim 1,~~ A method of encouraging customers to provide reviews of purchased items, the method comprising:

receiving over a network an order from a first customer for an item purchased from an electronic catalog;

estimating by what date the first customer will have at least initially evaluated the item based at least on the item type;

initiating an electronic transmission, based at least in part on the estimated date, to the first customer on or after the estimated date of a message requesting the first customer to provide a review of the item to thereby encourage the first customer to provide at least one review, wherein the message includes a link to an electronic review form and activation of the link by the first customer causes the review form to be presented to the first customer;

Appl. No. : 09/517,043
Filed : March 2, 2000

receiving the review from the first customer electronically via the review form;
and

individually presenting the first customer review in a group of reviews to a second
customer interested in the item;

wherein the item is a book and the estimated date is based at least in part on the length of the book.

14-17. (Canceled)

18. (Currently amended) A method of requesting a review of a purchased item, the method comprising:

receiving over a network a customer order for an item purchased from an electronic catalog;

inferring, using information stored in an electronic database, when the customer has evaluated the item based at least in part on one or more of a characteristic of the item or a subsequent purchase of another item;

providing over the network an electronic review request in response to at least the inference at a time spaced apart from the order, wherein the review request requests that the customer provide a review of the purchased item and includes a link to an electronic review form; and

receiving the review electronically via the electronic review form;

wherein the item is a video and the act of inferring when the customer has
evaluated the item is related to an estimated time until the customer has viewed the video.

19. (Original) The method as defined in Claim 18, further comprising verifying that the received review is from a customer that ordered the item.

20. (Previously presented) The method as defined in Claim 18, wherein the review is a textual review including a plurality of words entered by the customer, and further comprising presenting the received textual review to other customers in conjunction with an indication that the textual review is from a purchaser of the item.

21. (Previously presented) The method as defined in Claim 18, where the received review is provided to other customers in association with a name of the customer that provided the review.

Appl. No. : 09/517,043
Filed : March 2, 2000

22. (Original) The method as defined in Claim 18, where the received review is used to recommend other items to the customer.

23. (Original) The method as defined in Claim 18, where the received review is used to recommend the item to other customers.

24. (Previously presented) The method as defined in Claim 18, where the inference is based at least on an estimation of how long the evaluation of the purchased item will take.

25. (Original) The method as defined in Claim 18 where the review request is selectively delivered on one of a weekend and a holiday.

26. (Previously presented) The method as defined in Claim 18, where item is a book and the inference is based at least on a customer survey on how long consumers take to read books.

27. (Previously presented) The method as defined in Claim 18, where the inference is based at least in part on the customer ordering a second item.

28. (Previously presented) The method as defined in Claim 18, further comprising presenting to the customer a list of items purchased by the customer and asking the customer if the customer wants to review one or more of the listed items.

29. (Previously presented) The method as defined in Claim 18, further comprising offering the customer a financial reward to be provided after receiving the item review.

30. (Currently amended) ~~The method as defined in Claim 18,~~ A method of requesting a review of a purchased item, the method comprising:

receiving over a network a customer order for an item purchased from an electronic catalog;

inferring, using information stored in an electronic database, when the customer has evaluated the item based at least in part on one or more of a characteristic of the item or a subsequent purchase of another item;

providing over the network an electronic review request in response to at least the inference at a time spaced apart from the order, wherein the review request requests that the customer provide a review of the purchased item and includes a link to an electronic review form; and

receiving the review electronically via the electronic review form;

Appl. No. : 09/517,043
Filed : March 2, 2000

where the item is a car and the act of inferring when the customer has evaluated the item is related to an estimated time for the customer to drive a first amount.

31. (Canceled)

32. (Currently amended) ~~The method as defined in Claim 18;~~ A method of requesting a review of a purchased item, the method comprising:

receiving over a network a customer order for an item purchased from an electronic catalog;

inferring, using information stored in an electronic database, when the customer has evaluated the item based at least in part on one or more of a characteristic of the item or a subsequent purchase of another item;

providing over the network an electronic review request in response to at least the inference at a time spaced apart from the order, wherein the review request requests that the customer provide a review of the purchased item and includes a link to an electronic review form; and

receiving the review electronically via the electronic review form;

where the item is an audio recording and the act of inferring when the customer has evaluated the item is related to an estimated time until the customer has listened to the audio recording.

33. (Currently amended) ~~The method as defined in Claim 18;~~ A method of requesting a review of a purchased item, the method comprising:

receiving over a network a customer order for an item purchased from an electronic catalog;

inferring, using information stored in an electronic database, when the customer has evaluated the item based at least in part on one or more of a characteristic of the item or a subsequent purchase of another item;

providing over the network an electronic review request in response to at least the inference at a time spaced apart from the order, wherein the review request requests that the customer provide a review of the purchased item and includes a link to an electronic review form; and

receiving the review electronically via the electronic review form;

Appl. No. : **09/517,043**
Filed : **March 2, 2000**

where the item is a book and the act of inferring when the customer has evaluated the item is related to the type of book.

34. (Original) The method as defined in Claim 18, where the item is a gift for a recipient and the review request is provided to the recipient.

35. (Previously presented) The method as defined in Claim 18, where the review includes a textual review.

36-41. (Canceled)

Appl. No. : **09/517,043**
Filed : **March 2, 2000**

SUBSTANCE OF INTERVIEW

A telephonic interview was conducted on January 7, 2005. Applicant's representative, David Weiss, and Examiner Van Doren participated.

Identification of Claims Discussed

Claims 1, 10, 18, 30-33 and 36.

Identification of Prior Art Discussed

None.

Proposed Amendments

None.

Principal Arguments and Other Matters

Examiner Van Doren called to indicate the allowability of certain claims, and Mr. Weiss raised the possibility of adding additional claims. No such additional claims were discussed. Applicant will consider pursuing additional claims in a continuing application.